News Release



FOR IMMEDIATE RELEASE:

Contact: Sara Brown Meehan
Director, Lifestyle Communications
Churchill Downs Racetrack
(502) 636-4884 (office)
(502) 572-9593 (mobile)
Sara.Brown@KyDerby.com

CHURCHILL DOWNS UNVEILS KENTUCKY DERBY 144 LOGO

LOUISVILLE, KY (Saturday, June 17, 2017) – Churchill Downs Racetrack today unveiled the official logo for the Kentucky Derby 144. SME, a New York-based marketing agency that has developed the official Derby and Oaks marks since 2007, designed the new logo. The running of the 144th Kentucky Derby presented by Yum! Brands and will take place on May 5, 2018.

For the 144 event logo, SME created a design that immerses the viewer into the grandeur of the Kentucky Derby at Churchill Downs. With the iconic Twin Spires as the focal point in a striking brick red, a unique opportunity presented itself for the "144" to serve as the pitch in the roofline, supporting the Twin Spires and creating a sense of depth. A warm taupe badge establishes the mark, making it one that is quite unique from previous Kentucky Derby event logos.

The logo will be used on a wide variety of Kentucky Derby merchandise, including apparel for the whole family, glassware, jewelry and other collectibles and gift items. Official merchandise will be available online, at Churchill Downs Racetrack, the Louisville International Airport, the Kentucky Derby Museum Gift Shop and other retail outlets over the summer.

Churchill Downs will unveil a new Longines Kentucky Oaks logo later in the year.

About the Kentucky Derby
The $2 million Kentucky Derby takes place on the first Saturday in May at historic Churchill Downs in Louisville, Kentucky. Inaugurated in 1875, the legendary 1 1/4-mile race for three-year-olds is the oldest continuously held major sporting event in North America and the first leg of horse racing's challenging Triple Crown series. Also known as the "The Run for the Roses," "The Most Exciting Two Minutes in Sports" and "America's Race," the Kentucky Derby is the most attended horserace in the nation, with nearly 160,000 attendees in 2017.

About SME, Inc,
SME (http://www.smebranding.com) is a strategic branding agency, specializing in connecting with audiences through powerful identity development. Founded in 1989, SME enjoys a stellar worldwide reputation of creative excellence, thought leadership and client service. SME's client list includes some of the leading brands in global sports including the Atlanta Braves, Carolina Hurricanes, Miami Marlins and many more.

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